

AT&T National

The AT&T National returned to Congressional Country Club in Bethesda, M.D. in June 2012 after a two-year absence. The tournament featured 120 of the top PGA TOUR professionals and benefitted the Tiger Woods Foundation (TWF), which has two Learning Centers in Washington, D.C. Additionally, the tournament has a strong history of honoring our nation's armed forces.

The Tiger Woods Foundation and FSG worked to sell sponsorship for the AT&T National, as well as other TWF events. FSG focused on bringing military and public sector clients to the tournament.

The military aspects of the tournament included 30,000 complimentary tickets to active-duty military, military caddies and pin flag holders, hospitality areas, a health and wellness tent, and the "We Salute our Heroes" Military Tribute Wall.

The "We Salute our Heroes" Military Tribute Wall gave spectators, volunteers, staff and PGA TOUR players the opportunity to thank, support and pay tribute to our military. A special opening ceremony was held on Tuesday of tournament week and Tiger Woods signed the wall at that time. Other PGA TOUR players who signed the wall include Jimmy Walker, John Huh, Angel Cabrera and Chris Stoud. The wall was open throughout the week of the tournament and thousands stopped by to write a note to our troops.

FSG secured the sponsorship of the wall, the Health and Wellness Center, managed sponsorship activation and coordinated a media buy for clients to extend their messaging to their target audience.